

**REMARKS**

In the Final Office Action dated April 26, 2007, the Examiner rejects claims 2 through 4, 20, 21 and 24 as obvious under 35 U.S.C. 103(a) over U.S. Patent Publication No. 2005/0114484 to Wilson, et al. (“Wilson”) in view of U.S. Patent No. 7,028,027 to Zha, et al. (“Zha”). Claims 5 and 6 are rejected as obvious over Wilson and Zha in view of U.S. Patent No. 6,941,321 to Schuetze (“Schuetze”). Claims 7, 9, and 11 stand rejected as obvious over Wilson and Zha in view of U.S. Patent Publication No. 2002/0016786 to Pitkow, et al. (“Pitkow”). Claims 10, 14 and 15 stand rejected as obvious over Wilson, Zha, Schuetze, and Pitkow. Claims 12 and 19 stand rejected as obvious over Wilson, Zha and Pitkow in view of U.S. Patent No. 6,526,426 to Lakritz (“Lakritz”). Claims 17 and 18 stand rejected as obvious over Wilson, Zha and Pitkow in view of U.S. Patent No. 6,285,999 to Page (“Page”). Finally, the Examiner asserts that claims 8 and 13 have similar limitations as to claims 2 through 15, 17 through 21 and 24 and are therefore rejected under the same rationale.

Claims 2 though 15, 17 through 21, and 24 are currently pending in the present application, with claim 24 being an independent claim. By way of the present Response, Applicants hereby cancel dependent claim 13 and amend independent claim 24 and dependent claims 14 and 15. No new matter has been added and the amendment is supported by the specification as originally filed.

Independent claim 24 is directed toward a method of determining a countrytag for a website on a network. The method of independent claim 24 comprises identifying a set of country hosts for a plurality of websites, where each country host has a country-related domain, assigning a countrytag to each country host that corresponds to

the country-related domain for the respective country host. The method of independent claim 1 further comprises identifying a set of global hosts for a plurality of websites, where each global host does not have a country-related domain and analyzing one or more inlinks to at least one global host from the set of global hosts to determine a countrytag for the at least one global host. An augmented set of hosts is produced that includes the set of country hosts, the at least one global host, and the corresponding countrytags for each country host and the at least one global host. The method further comprises summing unique inlinking hosts and outlinking hosts in the augmented set and analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host when a three tests are true. As claimed, the three tests comprise (i) there are more than a first predetermined percentage of unique inlinking hosts from the same country code top-level domain, (ii) a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts, and (iii) the number of inlinking hosts from a particular country is more than a predetermined threshold value.

In the Final Office Action, the Examiner asserts that the element of analyzing inlinks to the augmented set of hosts, which was formerly the cancelled dependent claim 13 and by way of the present amendment is incorporated into independent claim 24, has similar limitations as to claims 2 through 15, 17 through 21 and 24 and is therefore rejected under the same rationale. Applicants respectfully traverse the Examiner's rejections and request reconsideration and withdrawal of the rejections in view of the following remarks submitted herewith.

The Examiner had previously addressed this specific element in the Final Office Action of June 7, 2006, wherein the Examiner had previously rejected dependent claim 13. As the Examiner recognized and admitted in the Final Office Action of June 7, 2006, neither Wilson nor Schuetze, either alone or in combination, teach or suggest the element of “analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host when all of the following three tests are true: there are more than a first predetermined percentage of unique inlinking hosts from the same country code top-level domain, a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts, and the number of inlinking hosts from a particular country is more than a predetermined threshold value.” Instead, the Examiner asserted that Pitkow teaches this element; Applicants respectfully disagree.

Pitkow discusses a hierarchical search system, wherein the user is able to search directly within a particular sub-category, provided that he or she is aware of the existence of the particular subcategory. Pitkow ¶0113. At best, Pitkow discusses that top-level to bottom level domains are assigned content descriptors in an order such that the hierarchical structure can be traversed from the more general to the more specific. Pitkow ¶0113. More specifically, the portion of Pitkow upon which the Examiner is relying discusses a popularity threshold for a specific document as an indicator of the quality of information to be found in the document. Pitkow ¶ 55. The use of a popularity threshold to determine information quality, however, is unrelated to analyzing inlinks to the augmented set of hosts as is presently claimed. Accordingly, Applicants assert that independent claim 24, as amended, is neither taught nor suggested by Wilson, Zha or

Pitkow, either alone or in combination, and respectfully request withdrawal of the rejection regarding the same.

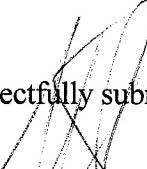
Applicants also assert that there is no motivation to combine Wilson and Zha with Pitkow. The rationale that the Examiner provides (“providing the user with a ‘substitute’ bookmark when a preferred document is unavailable (see Pitkow at al., ¶ 102)”) is insufficient as independent claim 24 is directed toward a method of determining a countrytag for a website on a network. Providing the user with a substitute bookmark when a preferred document is unavailable, as the Examiner suggests, fails to provide the requisite motivation to combine Wilson, Zha and Pitkow, as this result is unrelated to determining a countrytag for a website on a network, as claimed by independent claim 24. Accordingly, Applicants respectfully request withdrawal of the rejection of independent claim 24 as there is insufficient motivation to combine the references as the Examiner suggests.

The dependent claims of the present application contain additional features that further substantially distinguish the invention of the present application over the art of record. Given the Applicants’ position regarding the patentability of the independent claim, however, it is not deemed necessary at this point to delineate such distinctions.

PATENT  
Atty. Docket No. 600189-061

For at least all of the above reasons, Applicants respectfully request that the Examiner withdraw all rejections and objections, and allowance of all the pending claims is respectfully solicited. To expedite prosecution of this application to allowance, the examiner is invited to call the Applicants' undersigned representative to discuss any issues relating to this application.

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Respectfully submitted,

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